

## Lucia Gatti, PhD

Lecturer and researcher in Marketing, Business Ethics and CSR.  
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## EDUCATION

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- Since September 2020: Lecturer in Marketing at Scuola universitaria professionale della Svizzera italiana (SUPSI), Manno, Switzerland.
- 2019-2020: Lecturer in Marketing, Business Ethics and CSR at the Sustainability Management School (SUMAS), Gland, Switzerland.
- 2015-2019: Post-doc at the Università della Svizzera italiana (USI).  
Project: Greenwashing accusations and their effect on CSR trust in B2B settings. Does it pay not to engage in greenwashing? (Financed by the Swiss National Science Foundation).
- November 2014: PhD in Communication Sciences at the Università della Svizzera italiana (USI). PhD thesis: *CSR in Marketing and Corporate Communication: Investigating Approaches and Trends in Research and Corporate Communication Practice*.  
PhD courses: Symbolic-Interpretive Approaches to Organizational Culture: Theory, Method and Empirical Study, Focus Group Methodology, Causal Modeling in the Social Science, Survey Research Methods, Structural Equation Modeling (SEM), Writing a Literature Review, Experimental Research Methods: Design and Analysis, Mixed Methods: Research and Design, Legal and Ethical Aspects of Research, Research Policy and Grant Proposal Writing.
- October 2009: Master of Science in Communication and Economics (Master in Marketing – Minor in Corporate Social Responsibility) at the Università della Svizzera italiana (USI). Master thesis: *The Effect of Corporate Reputation, Perceived CSR and Perceived Quality on Intention to Buy Panettone: A Study among Consumers*.
- July 2007: Bachelor in Communication Sciences (minor in Corporate Communication) at the Università degli Studi di Padova.  
September 2006 – June 2007: Erasmus at the Högskolan Dalarna University (Sweden).
- June 2004: Scientific high school diploma at the Liceo Scientifico Romano Bruni (Secondary school focusing on sciences).

## MAIN PUBLICATIONS AND CONFERENCES

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- Journal articles:
  - Gatti, L., Pizzetti, M. and Seele, P. (2021). Green lies and their effect on intention to invest. *Journal of Business Research*, 127: 228-240.
  - Pizzetti, M., Gatti, L., Seele, P. (Published Online 23 December 2019). Firms Talk, Suppliers Walk: Analyzing the Locus of Greenwashing in the Blame Game and Introducing 'Vicarious Greenwashing', *Journal of Business Ethics*, online.
  - Gatti L., Rademacher L., Seele P. (2019). Greyzone in – Greenwash out. A literature review on Greenwashing and implications for the voluntary-mandatory transition of CSR, *International Journal of Corporate Social Responsibility*, 4(6): 2-15.
  - Gatti L., Ulrich M., Seele P. (2019). Education for Sustainable Development through business simulation games: An exploratory study of sustainability gamification and its effects on students' learning outcomes?, *Journal of Cleaner Production*, 207: 667-678.
  - Gatti L., Seele P., Cottier B., Vishwanath B. (2019). Are We Moving Beyond Voluntary CSR? Exploring Theoretical and Managerial Implications of Mandatory CSR Resulting from the New Indian Companies Act, *Journal of Business Ethics*, 160: 961-972.
  - Seele P., Gatti L. (2017). Greenwashing Revisited: In Search for a Typology and Accusation-based Definition Incorporating Legitimacy Strategies, *Business Strategy and the Environment*, 26(2):239-252.
  - Gatti L., Seele P. (2015). CSR through the CEO's pen: Comparing CEO letters from CSR reports from Asia, Europe, and the U.S., *Sustainability Management Forum*, 23(4), 265-277.
  - Gatti L., Seele P. (2014). "Evidence for the Prevalence of the Sustainability Concept in European Corporate Responsibility Reporting", *Sustainability Science*, 9: 89-102.
  - Gatti L., Caruana A., Snehota I. (2012). The role of corporate social responsibility, perceived quality and corporate reputation on purchase intention: Implications for brand management, *Journal of Brand Management*, 20(1), 65-76.
- Conferences:
  - Pizzetti M., Gatti L., Socialwashing vs. Greenwashing: Explaining variation in investment intention as reactions to corporate irresponsibility. *48th EMAC Annual Conference 2019*. Hamburg, Germany, May 28-May 31, 2019.
  - Pizzetti M., Gatti L., Seele P. Central greenwashing and peripheral

greenwashing: How the locus of greenwashing influences investment decisions. *ECREA 2018*. Lugano, Switzerland, October 31-November 3, 2018.

- Pizzetti M., Gatti L., Seele P. Does it pay not to engage in greenwashing? The effect of supply chain involvement in greenwashing on investors' reactions. *Global Marketing Conference at Tokyo*. Tokyo, July 26-29, 2018.
  - Gatti L., Pizzetti M., Seele P. It's the lie that counts! The effect of greenwashing vs corporate misconduct on private investment decision. *Hypocrisy in Responsibility. Paper Development Workshop for a special issue of the Journal of Business Research*. School of Business and Management, Queen Mary University of London. London, June 4-5, 2018
  - Gatti L., Seele P., Rademacher L. Greenwashing in the spotlight of mandatory vs. voluntary CSR. *4th International CSR Communication Conference (CSRCOM 2017)*. Vienna, September 21-23, 2017.
  - Gatti L., Seele P., Rademacher L. What do we know about greenwashing? A literature review of greenwashing research. *24th International Public Relations Research Symposium. BledCom 2017*. University of Ljubljana, June 30-July 1, 2017.
  - Seele P., Gatti L. Greenwashing revisited. *The 3rd International CSR Communication Conference*. University of Ljubljana, September 17-19, 2015.
  - Gatti L., Seele P. CSR in Marketing: Quo Vadis? Empirical Evidence for Questioning the Dominant Instrumental Approach. *73rd Annual Meeting of the Academy of Management*, Theme: Capitalism in Question. Lake Buena Vista (Orlando), August 9-13, 2013.
  - Seele P., Gatti L. From Corporate Social Responsibility to Sustainability: Empirical Evidence from Europe for the Rise of the Sustainability Concept. *The 18th Annual International Conference Promoting Business Ethics*. St. John's Univ. (NY), October 2011.
  - Gatti L., Caruana A., Snehota I. The Effect of Corporate Reputation, Perceived CSR and Perceived Quality on Intention to Buy Panettone: A Study among Consumers. *The 6th Thought Leaders International Conference in Brand Management*. Lugano, Switzerland. April 18-20, 2010.
- Invited talks and workshops:
    - Gatti L., Pizzetti M., Seele P. (June 4-5, 2018). It's the lie that counts! The effect of greenwashing vs corporate misconduct on private investment decision. *Hypocrisy in Responsibility. Paper Development Workshop for a special issue of the Journal of Business Research* School of Business and Management, Queen Mary University of London, UK.
    - (April 20<sup>th</sup>, 2016) Hochschule Darmstadt (Science Wednesday): Greenwashing as a phenomenon in the eye of the beholder.

## GRANTS

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- Co-writer of the project "Greenwashing accusations and their effect on CSR trust in B2B settings. Does it pay not to engage in greenwashing?" of Prof. Peter Seele (Università della Svizzera italiana, Lugano) for 30 months funded by the Swiss National Science Foundation (SNF).

## TEACHING EXPERIENCE

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- 2020-2021: Lecturer – SUPSI (Manno, Switzerland)
  - Communication Skills, Bachelor level, a.y. 2020-2021.
  - Scientific and Professional Writing, Bachelor level, a.y. 2020-2021.
- 2019-2020: Lecturer – Sustainability Management School (Gland, Switzerland)
  - Business Ethics, Bachelor level, a.y. 2019-2020.
  - Fundamentals of Marketing, Bachelor level, a.y. 2019-2020.
  - Sustainable Consumption and Green Marketing, Master and MBA level, a.y. 2019-2020.
  - Management and CSR, Bachelor level, a.y. 2019-2020.
  - Responsible Management, Master level and MBA level, 2019-2020.
  - Strategic Marketing, Master and MBA level, 2019-2020.
- 2011-2014: Teaching Assistant at the Institute of Marketing and Communication Management (IMCA), Faculty of Communication Science, Università della Svizzera italiana, Lugano – Switzerland.  
Courses: Corporate Social Responsibility (master level), Introduction to ethics (bachelor level), Marketing Research (master level), Advertising and Branding (master level), Communication and Marketing Ethics (master level), Public Affairs (master level).

## WORK EXPERIENCE

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- Since 2019: Lecturer in Marketing, CSR and Business Ethics.
- 2015-2019: Postdoctoral researcher at the Università della Svizzera italiana (USI).  
Project: Greenwashing accusations and their effect on CSR trust in B2B settings. Does it pay not to engage in greenwashing? (Financed by the Swiss National Science Foundation)  
Affiliations:  
Ethics and Communication Law Center (ECLC).  
Main activities and responsibilities:
  - Work with academic colleagues on joint projects and researches,
  - Conduct individual and collaborative research studies,

- Write up research work for publication or other means of dissemination (e.g. presentations at conferences),
  - Prepare proposals and applications to external bodies for funding and contractual purposes.
- 2011-2014: Research and teaching assistant at the Università della Svizzera italiana (USI), Institute of Marketing and Communication Management (IMCA).
 

Main activities and responsibilities:

  - Help faculty with the conduct and delivery of courses (activities include: developing teaching materials, preparing and giving examinations, and grading examinations or papers),
  - Conduct research in collaboration with the Institute of Marketing and Communication Management (IMCA) (activities include: planning, organizing, conducting, and communicating research studies).
- 2010: Research consultant at the Tivigest Hotel and Resorts (Padova, IT).
 

Main activities and responsibilities:

  - Measuring customers' perception of the Tivigest brand and customers' attitudes toward the brand,
  - Monitoring customers' satisfaction with the hotel experience for every service offered in order to understand the level of satisfaction and improve the offering,
  - Investigating needs and desires of the Tivigest customers to adapt the offering according to customers' desires,
  - Understanding the main problems and difficulties faced by customers during their hotel experience.
- 2009-2010: Training at the marketing department of the illycaffè company (online division) (Trieste, IT).
 

Main activities and responsibilities:

  - Management of the illy European newsletter activities,
  - Development of promotional initiatives and data base building activities,
  - Sales forecasts for the European illy e-commerce,
  - Customer satisfaction monitoring and consumer behaviour analysis,
  - Online marketing researches related to illy products,
  - Management of usability problems of the illy web site,
  - Development of new products for the European illy e-commerce.
- 2008-2009: Field project at the CRM department of Bally company (Caslano, CH).
 

Main Activities and responsibilities:

  - Evaluation of the current Bally loyalty program,
  - Development of the Bally contact strategy,
  - Customer satisfaction monitoring.